



WSYX Columbus
1261 Dublin Rd
Columbus, OH 43215

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 1370490

Schedule Dates 09/12/12-09/25/12
Advertiser Josh Mandel OH US Senate-R (71581)
Agency Strategic Media Placement (6694)
Product POLITICAL CANDIDATE (ns) (1186)
Brand 2680 9/12-9/25/12 (472578)
Salesperson HOUSE-COLUMBUS, WSYX/WTTE/ESYX/WWHO (1
Sales Office WSYX/WTTE/ESYX/WWHO
Buyer Name Eversol, Whitney
Phone/Fax (740) 201-5500 / (740) 201-5502
CPE 2680
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments

Date Entered 09/11/12
Last Modified 09/11/12
Entered By Lorie Luthman
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,552.50
Net Total \$42,797.50
Sales Tax

Columbus (WSYX)

By Broadcast Month	Spots	Rate
Sep. 2012	64	\$50,350.00
Grand Total:	64	\$50,350.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Football	09/15/12-09/15/12	4	:30	11:58A- 3:30P (EST)	1						X		1	\$16,000.00	\$16,000.00	Columbus (WSYX)	osu	9/11/12
2.0	Normal Line / SPOT	09/12/12-09/14/12	2	:30	5:58A- 6:57A (EST)				1	1	1			3	\$300.00	\$900.00	Columbus (WSYX)		9/11/12
3.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	5:58A- 6:57A (EST)		1	1	1	1	1			5	\$300.00	\$1,500.00	Columbus (WSYX)		9/11/12
4.0	Normal Line / SPOT	09/24/12-09/25/12	2	:30	5:58A- 6:57A (EST)		1	1						2	\$300.00	\$600.00	Columbus (WSYX)		9/11/12
5.0	Normal Line / SPOT	09/25/12-09/25/12	2	:30	6:58A- 8A (EST)	1		X						1	\$300.00	\$300.00	Columbus (WSYX)		9/11/12
6.0	Normal Line / SPOT	09/12/12-09/13/12	2	:30	6:58A- 8A (EST)				1	1				2	\$300.00	\$600.00	Columbus (WSYX)		9/11/12
7.0	Normal Line / SPOT	09/18/12-09/21/12	2	:30	6:58A- 8A (EST)			1	1		1			3	\$300.00	\$900.00	Columbus (WSYX)		9/11/12
8.0	Normal Line / SPOT	09/16/12-09/23/12	2	:30	7:58A- 9A (EST)	1							X	2	\$300.00	\$600.00	Columbus (WSYX)		9/11/12
9.0	Normal Line / SPOT	09/12/12-09/13/12	2	:30	4P- 4:30P (EST)				1	1				2	\$350.00	\$700.00	Columbus (WSYX)		9/11/12
10.0	Normal Line / SPOT	09/13/12-09/14/12	2	:30	4:30P- 5P (EST)					1	1			2	\$350.00	\$700.00	Columbus (WSYX)		9/11/12
11.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	4P- 4:30P (EST)		1	1		1	1			4	\$350.00	\$1,400.00	Columbus (WSYX)		9/11/12
12.0	Normal Line / SPOT	09/24/12-09/25/12	2	:30	4P- 4:30P (EST)		1	1						2	\$350.00	\$700.00	Columbus (WSYX)		9/11/12
13.0	Normal Line / SPOT	09/18/12-09/19/12	2	:30	4:30P- 5P (EST)			1	1					2	\$350.00	\$700.00	Columbus (WSYX)		9/11/12
14.0	Normal Line / SPOT	09/24/12-09/24/12	2	:30	4:30P- 5P (EST)	1	X							1	\$350.00	\$350.00	Columbus (WSYX)		9/11/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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15.0	Normal Line / SPOT	09/12/12-09/14/12	2	:30	5:30P- 6P (EST)				1	1	1			3	\$500.00	\$1,500.00	Columbus (WSYX)		9/11/12
16.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	5:30P- 6P (EST)		1	1	1	1	1			5	\$500.00	\$2,500.00	Columbus (WSYX)		9/11/12
17.0	Normal Line / SPOT	09/25/12-09/25/12	2	:30	5:30P- 6P (EST)	1		X						1	\$500.00	\$500.00	Columbus (WSYX)		9/11/12
18.0	Normal Line / SPOT	09/12/12-09/14/12	2	:30	6P- 6:30P (EST)				1	1	1			3	\$500.00	\$1,500.00	Columbus (WSYX)		9/11/12
19.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	6P- 6:30P (EST)		1	1	1	1	1			5	\$500.00	\$2,500.00	Columbus (WSYX)		9/11/12
20.0	Normal Line / SPOT	09/24/12-09/25/12	2	:30	6P- 6:30P (EST)		1	1						2	\$500.00	\$1,000.00	Columbus (WSYX)		9/11/12
21.0	Normal Line / SPOT	09/16/12-09/23/12	2	:30	5:58P- 6:30P (EST)	1							X	2	\$500.00	\$1,000.00	Columbus (WSYX)		9/11/12
22.0	Normal Line / SPOT	09/12/12-09/14/12	2	:30	7:30P- 7:56P (EST)				1	1	1			3	\$600.00	\$1,800.00	Columbus (WSYX)		9/11/12
23.0	Normal Line / SPOT	09/17/12-09/20/12	2	:30	7:30P- 7:56P (EST)		1	1	1	1				4	\$600.00	\$2,400.00	Columbus (WSYX)		9/11/12
24.0	Normal Line / SPOT	09/24/12-09/25/12	2	:30	7:30P- 7:56P (EST)		1	1						2	\$600.00	\$1,200.00	Columbus (WSYX)		9/11/12
25.0	Normal Line / Football	09/22/12-09/22/12	2	:30	7:58P- 11:30P (EST)	1						X		1	\$4,000.00	\$4,000.00	Columbus (WSYX)		9/11/12
26.0	Normal Line / Prime Premium	09/24/12-09/24/12	2	:30	7:58P- 10P (EST)	1	X							1	\$4,500.00	\$4,500.00	Columbus (WSYX)	dancing	9/11/12

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